

AUGUST 2007

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EXCELLENCE IN COMMUNICATIONS CITY HONORED WITH AWARDS

THE CITY RECENTLY PICKED UP FOUR awards in the 2007 Minnesota Association of Government Communicators' Northern Lights competition. The *Briefing*, *Insider* and *2006 Corporate Report to the Community* received Awards of Excellence. *Bloomington Today: Year in Review 2006* was honored with an Award of Merit. This year's contest drew 143 entries from across the state. Judges' comments included, "Impressive use of City dollars," and "Nice job! You made it clear that you are making an impact on your market." For more information, call Janine Hill at 952-563-8819.

BOOK 'EM ANNUAL BOOK SALE A SUCCESS

THE 15TH annual used book sale held in June broke all records. The event raised more than \$72,000 for the Bloomington Crime Prevention Association. The organization uses the proceeds to award grants to government agencies, schools, churches, nonprofit groups and individuals requesting financial support for specific projects that help prevent, reduce or mitigate crime.



FRESH PRODUCE SOLD HERE AT THE FARMERS MARKET

DON'T MISS YOUR CHANCE TO BUY products from local farmers and growers. Arrive early and have your pick of the freshest vegetables, flowers, bread and homemade candy. On opening weekend in July, more than 1,000 people showed up at Civic Plaza for the City's first annual Farmers Market. Center for the Arts Manager Jim Urie hopes the Farmers Market will become a weekly tradition for residents.

"The Farmers Market is a great community-building activity," he said. "Thanks to everyone who helped with this exciting project."

The Bloomington Farmers Market is held **Saturdays through October 6 from**



7 a.m. - noon in the east parking lot of Bloomington Civic Plaza, 1800 W. Old Shakopee Road.

Parking is available in the west lot of the Civic Plaza on Logan Avenue. For more information, call 952-563-8889.

COLORFUL MURAL CROWNS CENTER FOR THE ARTS DESIGN REFLECTS TEAMWORK AND COMMUNITY

THE CITY COUNCIL SELECTED ERIK Pearson to design and paint the 2,500-square-foot "canvas" on the exterior flyloft of the Center for the Arts, located on the northeast exterior corner of Bloomington Civic Plaza. Scaffolding was installed and the artist began working in late June.

Pearson is approaching the mural in the same manner as his paintings. Starting with a dark basecoat, he maps out his sketch, lays down heavy black expressive lines and then builds layers of color on top, working from the darkest to the lightest shades. The building's colors are used to pull the imagery together, while new colors add depth and excitement. To see the process, visit Civic Plaza or the City's Web site, www.ci.bloomington.mn.us, keyword: Mural.

Center for the Arts Manager Jim Urie is enthusiastic about the highly visible addition to the building.

"The mural will illustrate for passers-by and guests the extraordinary variety of artistic activity taking place here – from acting and singing to pottery and painting," Urie said. "The way the artists in the design are helping each other, from one medium to the next, also reflects the interconnected nature of the Bloomington Fine Arts Council groups."

A committee composed of community representatives with strong visual arts backgrounds and City staff reviewed the proposals. Durability and maintainability of the materials were important because it is hoped that the mural will last 10 - 15 years or longer.

Approximately half of the project's costs will be paid through a private donation from residents Allan and Debby Schneider. The remainder will be paid out of the Center for the Arts Capital Fund.

When finished, the Civic Plaza mural will be the most prominent work of art in Bloomington. A dedication and unveiling ceremony are planned for October 6. The mural is scheduled for completion by the end of September.



ABOUT THE ARTIST

Erik R. Pearson has exhibited paintings, woodcuts and pastels in the Midwest and on the West Coast. In spring 2005, Pearson painted a 12-by-56-foot outdoor community mural in Lanesboro, Minnesota, with the help of local schoolchildren, various organizations and community members. He completed another mural for the Red Mug Coffeehouse in Superior, Wisconsin, during fall 2006. The Center for the Arts mural will be his third large-scale project.

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